

State Library of North Carolina – Library Services and Technology Act

Program-Specific Information & Guidelines, 2012-2013 LIBRARY OUTREACH and INNOVATIVE SERVICES GRANT

GRANT PURPOSE

The purpose of this grant is to **enable libraries to implement services for specific communities of users who are currently unserved or underserved.**

- EZ Grants must be single year, are \$25,000 or less, and no Letter of Intent is required.
- Project Grants may be single year or multi-year (up to three years) in length, are over \$25,000 and a Letter of Intent is required. Complete guidelines for multi-year grants are available at <http://statelibrary.ncdcr.gov/lsta/multiyear1213.pdf>.
- Projects may involve a single library or they may be collaborative. A collaborative project must be led by a library that will manage the entire project, including making the initial application, acting as fiscal agent, serving as primary contact for the project, maintaining records and paperwork generated by the grant, assuring the successful implementation of the project, and taking responsibility for completion of final reports. Collaborative projects are encouraged, though not required.

Outreach and Innovative Services may be achieved through

- expanded, traditional library services or programs;
- innovative approaches to delivering services or programs; and/or
- new, inviting, and accessible library services or programs.

This grant program supports Goal #1 of North Carolina's *Library Services & Technology Act Five-Year Plan 2008-2012*: "Enrich the lives of North Carolinians through enhanced and targeted programs and services in our libraries that address the needs of specific audiences."

(<http://statelibrary.ncdcr.gov/lsta/plan2008-12.pdf>)

ELIGIBLE LIBRARIES

An eligible library or organization may submit only one application in this grant program in the current grant round. The following libraries are eligible to apply for these grants:

- public libraries that meet the eligibility requirements for the Aid to Public Libraries Fund;
- community college libraries;
- libraries serving the constituent institutions of the University of North Carolina (which includes libraries serving the Area Health Education Centers);
- libraries serving the member institutions of North Carolina Independent Colleges and Universities;
- public schools* with a qualified school library media center;
- library/media center administrative units of public school districts* [A public school district is a local school administrative unit as defined in Chapter 115C of the North Carolina General Statutes.];

*For definitions of qualifying public school library media centers, public school library media center administrative units, state agency libraries, and special libraries, refer to **Appendix A**.

A "library" is the eligible public library system or an administratively separate library in an academic institution. A public library system is inclusive of all outlets making up that system (e.g. Nantahala Regional Library). An academic institution is the parent institution of the library (e.g. UNC-Greensboro). Administratively separate libraries in an academic institution are those libraries with separate administrative and reporting structures within the institution (e.g. the University Library and the Law Library at UNC-Chapel Hill).

COMMUNITIES OF USERS

Proposed projects must serve a specific community of users that is part of the library's primary audience. A library's primary audience is defined as follows:

- Public libraries - the legal service area
- Academic libraries - students, faculty and staff of the institution
- Public school library media centers - students and the adults who support those students in their learning (teachers, staff and parents)
- Library/media center administrative units of public school districts - the schools comprising the district, those schools' students, and the adults who support those students in their learning (teachers, staff and parents)

Specific audiences that may be targeted through this program may include one or more of the following:

- individuals of diverse geographic, cultural, and socioeconomic backgrounds;
- individuals with disabilities;
- individuals with limited functional literacy or information skills;
- persons having difficulty using a library; and
- underserved urban and rural communities, including children from families with incomes below the poverty line.

PREPARATION

Applicants must be familiar with the information and requirements in the **General Information & Provisions** document. The document contains essential information such as: additional factors that may be taken into account in the review of all grant applications; selection of applications for funding; timelines; submission instructions; grant payment procedures; and legal requirements.

<http://statelibrary.ncdcr.gov/lsta/GenInfoProvs12-13.pdf>

Applications must be user-focused and clearly justified. Prior to applying for this grant, prospective applicants shall have:

- Conducted a thorough and systematic needs assessment to document the specific community of users and its library and information needs.
- Established relationships with the community to be served and with the local organizations already representing and serving that community.
- Established relationships with other organizations that are appropriate partners in the proposed project.
- Involved both the targeted community and other appropriate organizations in project planning, decision-making and proposed implementation.
- Demonstrated that the proposed services support the information needs of the specific community.
- Determined that the proposed project is consistent with the library's long-range plans and strategic priorities.
- Established that the local library or institutional policies support the proposed project. (For example, if a school library proposes after-school programs that involve family members, will the school's security policies allow non-students into the building after hours?)
- Determined the relevant life circumstances of the specific community (e.g. language, transportation issues) and ascertained that the project can accommodate these circumstances.
- Obtained quantitative (numerical/statistical) and qualitative data to support the proposed project.
- Obtained the support and commitment of the applicant's governing and/or funding bodies regarding sustainability of services once the grant is completed.

Suggested resource for guidelines about writing a well-crafted project plan:

<http://statelibrary.ncdcr.gov/lsta/projplanguide.htm>.

LSTA Planning Grants are available to assist any library that has not completed the needs assessment and project planning necessary for a successful Project Grant application and implementation.

Applicants proposing collaborative projects should give special consideration to seeking a Planning Grant. See the Planning Grant guidelines and Section #2 of *General Information & Provisions* document. Applicants receiving a Planning Grant are not guaranteed funding for a subsequent Project Grant. <http://statelibrary.ncdcr.gov/lsta/lsta.htm>

APPLICATION PROCESS

- EZ Grants require a complete application that must be received at the State Library by 5:00 p.m. on February 16, 2012.
- Project Grants require a two-step process:
 - 1) A Letter of Intent that must be received at the State Library by 5:00 p.m. on November 8, 2011.
 - 2) A complete application must be received at the State Library by 5:00 p.m. on February 16, 2012.See details in #3 of the *General Information & Provisions* document at <http://statelibrary.ncdcr.gov/lsta/GenInfoProvs12-13.pdf>.

FUNDS

These grants are supported by Library Services and Technology Act funds awarded to the State Library of North Carolina by the federal Institute of Museum and Library Services.

EZ Grants – The maximum amount that may be requested is \$25,000; the minimum is \$5,000.

Project Grants – The maximum amount that may be requested is \$50,000 for a single library system; \$100,000 for a collaborative project of multiple library systems. The minimum amount that may be requested is \$25,000. Any costs above the maximum award are the responsibility of the lead library and partners. A library/media center administrative unit of a public school district may apply for a maximum of \$50,000, unless they are collaborating with another public school district or another type of library.

MATCHING FUNDS

Matching funds are required and must be clearly documented in the application.

- The match may come from any combination of local or state funds or funds from non-governmental agencies (e.g. foundations, service clubs). Federal funds and local administrative overhead costs may **not** be used as match.
- Matching funds must be spent for the same types of allowable expenditures as the grant funds.
- The source(s) of matching funds must be clearly identified in the grant application.
- Matching funds must be available at the time a funded library signs the grant agreement.
- Matching funds must be spent during the same allowable expenditure period as the grant funds.

No expenditures of either grant funds or local matching funds may be made until library representatives and the State Librarian have signed the grant agreement.

EZ Grants – The local match must equal a minimum of 25% of the grant amount requested. The match is a 1 to 4 ratio of matching funds to grant funds. For example, if the grant amount requested is \$10,000, the local match must be at least \$2,500; thus the total project cost will be at least \$12,500 (\$10,000 + \$2,500 = \$12,500).

Project Grants – The local match must equal a minimum of 10% of the grant amount requested for a one-year project, or the first year of a multiyear project. The 10% match is a 1 to 10 ratio of matching funds to grant funds. If the grant amount requested is \$25,000, the local match must be at least \$2,500; thus the total project cost will be \$27,500 (\$25,000 + \$2,500 = \$27,500).

- Project Grant matching funds may be a combination of cash and staff salary and benefits.
- Salary and benefits for existing staff who will work with the project may be used for up to 25% of the required local match. Applicants must indicate the role of staff member(s) with regard to the project, must provide hourly pay rate x number of hours the staff will work on the project, and benefits calculations separately (not as a lump sum).
- For multiyear projects, the local contribution must increase each year. The second year match is 25% of the LSTA funds (a ratio of 1 to 4), and the third year is 50% of LSTA funds (a ratio of 1 to 2).

- For multiyear projects, the intention to provide matching funds in years two and/or three will suffice in the first year of the application. The State Library recognizes that a local commitment for future years' matching funds may not be possible.

ALLOWABLE EXPENDITURES

- Salaries and benefits for temporary staff to be employed for the project. Temporary staff means part-time or full-time personnel hired specifically to help carry out the project, or additional hours for existing part-time staff. The budget narrative should explain the basis for determining the salary and benefits, with benefits shown separately from the salary (not as a lump sum).
- Contractual services. Applicants must show that proposed contractors are qualified to perform the needed work or service.
- Equipment
- Furniture that is crucial to the success of the project.
- Library materials that support the programs and services that are the project's main focus. The acquisition of library materials should not be the primary purpose of the project.
- Travel and/or training expenses
- Supplies
- Postage and printing costs
- Other expenses that are justifiable, allowable, and needed to implement the project

Note: While **promotional activities** are a necessary aspect of outreach projects, there are federal restrictions limiting promotional and marketing costs. Applicants should confer with State Library staff for guidance on allowability of proposed expenditures for promotional efforts.

Grantees are required to conduct all procurement transactions in a manner providing full and open competition consistent with the standards of 45 CFR 1183.36. Local and state provisions may be more stringent. State requirements are available upon request.

UNALLOWABLE EXPENDITURES

- Equipment for placement in a facility that does not meet the definition of an eligible library
- Ongoing expenditures (subscriptions, utilities, Internet access, or other services)
- Entertainment or social events
- Salaries, wages, and/or benefits for existing full-time employees
- Administrative "overhead" or indirect costs
- Most promotional items and memorabilia, including models, gifts, and souvenirs

SELECTION CRITERIA

To be eligible for consideration, grant applications must be received in the Library Development Section Office by 5:00 p.m. on the due date. The following will be used to determine priority for funding among the eligible applications.

Criteria for evaluating eligible applications

The project must focus on delivering library services and programs that are based on the needs of the target community. The project must be user-centered, not library-centered. Representatives of the target audience must be actively involved in developing the project plan.

The application must provide clear, complete information and rationale to support the applicant's request for funding. Funds must be used for necessary and allowable costs to achieve the project's goals. The applicant must clearly state how proposed expenditures were determined and why each is needed to achieve project objectives.

Project Planning, Description, and Implementation

A. Needs assessment

The project **must** be based on the results of a well-designed needs assessment that resulted in both qualitative (e.g. results of interviews, focus groups, and meetings with key groups) and quantitative data (numerical/statistical). The application must demonstrate an understanding of the target audience, including its demographics, barriers to library use, and active involvement of representatives of the target audience in developing the project plan.

B. Clear goal

The project **must** have a clear goal that is based on the identified need(s). The goal should be a statement that describes the ideal result and will guide the applicant in determining the appropriate goals, objectives, activities, budget, and evaluation measures.

For example, if the need is that disadvantaged teens have low levels of information literacy, the project goal might be: *Neighborhood teens have the knowledge and skills to find the information they need to succeed in school and in life.*

C. Objectives and activities

Clearly describe the objectives and activities the library and its partners intend to carry out during the project, including promoting the program or service. The application must include information about staffing (the role of existing library staff as well as any staff hired specifically for the project) and a timeline showing projected dates and who is responsible for ensuring the activity occurs.

D. Effective evaluation

The application must describe the methods and tools that will be used to gather information to determine whether or not the library has achieved the project goal(s). Project success must be measured in two ways: qualitative and quantitative.

- Qualitative measures (outcomes) illustrate the project's impact on the target audience. It describes the change (or indicators of change) in the target audience's skills, knowledge, behavior, attitude, status, or life condition brought about in part as a result of the project.
For example, in response to the goal *Neighborhood teens have the knowledge and skills to find the information they need to succeed in school and in life*, your outcome might be: *Students at the neighborhood school will use appropriate search strategies to find the information they need to complete their assignments.*
- Quantitative measures (outputs) define the project's success using numbers such as counts or statistics (e.g. number of participants, number of objects scanned, number of workshops taught).
For the information literacy project, an output might be: *At least half (or ten of the twenty) After School Club members will complete the library's Search Strategies Competencies Worksheet.*

The evaluation must clearly answer two questions: What difference did the project make in the lives of the target audience? What changes occurred in skills, knowledge, attitudes, abilities, and life circumstance due in part to the program/project?

Further information and guidance on outcomes based evaluation is available on the IMLS web site at <http://www.imls.gov/applicants/basics.aspx>.

At the end of each project year the library will submit a report to the State Library. The applicant should review the report template when developing the project plan. See the 2010-2011 online report form at <http://statelibrary.ncdcr.gov/lsta/report1011.htm>.

E. Local commitment and sustainability

Applicants must demonstrate that library leadership and representatives of the governing agency/institution support this project and see the long-term importance of providing services to the target audience and integrating those services into the overall program of the library. The project must be consistent with the library's long-range or strategic plan.

For multiyear grants, applicants must include a plan for long-term sustainability of the service or program. Multiyear grants that include significant components from previously-funded single year projects will be held to a higher standard of sustainability.

F. Community partners

Collaborative partnerships help strengthen the project and build community support and involvement. While collaborative partnerships are not required, the applicant must demonstrate knowledge of other agencies and organizations that also provide services to the targeted audience and must show that they were, at a minimum, consulted during the planning and grant writing stages of the project.

If there are agencies and organizations that might be considered as obvious partners for the proposed project but that are not included in project development or implementation, the exclusion of such an organization must be explained and justified. For example, a school that proposes a project to increase reading during the summer should discuss the local public library's Summer Reading Program and its impact on the school's project.

QUESTIONS?

Contact your liaison consultant or Raye Oldham, Federal Programs Consultant, State Library of North Carolina at 919-807-7423 or raye.oldham@ncdcr.gov.

APPENDIX A

Definition of Qualifying Public School Libraries

These definitions are from North Carolina's *Library Services and Technology Act Five-Year Plan 2008-2012* (<http://statelibrary.ncdcr.gov/lsta/plan2008-12.pdf>).

Public School Libraries: Libraries/media centers in elementary or secondary (middle/junior and/or senior high) schools recognized as public schools by North Carolina's Department of Public Instruction and accredited by the Southern Association of Colleges and Schools. This definition includes libraries in state approved charter schools. For schools that have chosen not to seek accreditation by the Southern Association of Colleges and Schools, the school library media center must meet or exceed accreditation standards.

A library meeting the above definition must first meet these broad policy guidelines for eligibility to apply for LSTA funds.

- Every library or organization defined as eligible to apply for LSTA funds must be either publicly funded (receive at least 51% of its operating funds from tax dollars) or not-for-profit (recognized as tax-exempt by the Internal Revenue Service).
- An eligible school library must be headed by a full-time certified school media coordinator. Other eligible libraries must be headed by a trained library professional with a master's degree in library and information science from a graduate library education program accredited by the American Library Association or by a regional accrediting organization.
- Every eligible library must have a cataloged collection of information resources, designated space, a materials budget, and be open a minimum of 20 hours per week.
- Collaborative projects require one partner to be designated as the "lead" library to accept and administer the grant. The lead library in a collaborative project must meet all eligibility requirements.